

CT/JRMT
ORIGINAL

IN THE UNITED STATES DISTRICT COURT
FOR THE NORTHERN DISTRICT OF TEXAS
FORT WORTH DIVISION

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CLERK, U.S. DISTRICT COURT
By _____ Deputy _____

AMERICAN AIRLINES, INC.,

Plaintiff,

-v.-

GOOGLE INC.,

Defendant.

No. 4:07-CV-487-A

PLAINTIFF'S EXPERT DESIGNATIONS

Pursuant to the Court's October 26, 2007 Order Setting Schedule and Providing Special Pretrial Instructions and the Court's March 28, 2008 Order modifying the schedule as to experts, Plaintiff designates the following as its expert witnesses:

1. Kent D. Van Liere, Ph.D., Vice President
NERA Economic Consulting
370 Interlocken Blvd., 4th Floor
Broomfield, CO 80021
(303) 327-1467

Kent Van Liere is a rebuttal expert commenting on the report of Google's survey expert, Itamar Simonson, and may be called to testify at trial about his rebuttal.

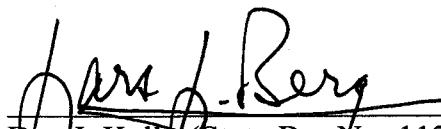
2. Ronald C. Goodstein, Ph.D.
Georgetown University
310 Old North Bldg.
Washington, DC 20057
(202) 687-8009 – phone
(202) 687-4031 – fax

Ronald C. Goodstein is, in part, a rebuttal expert commenting on the report of Google's survey expert, Dr. Itamar Simonson. Dr. Goodstein's report also comments on the report of Dr. Van Liere and on marketing, trademark, and consumer confusion issues related to American Airlines' trademarks and Google's Sponsored Link advertising program. Dr. Goodstein may be called to testify at trial about these issues.

3. Daniel L. Jackson
AlixPartners
2100 McKinney Avenue, Suite 800
Dallas, TX 75201
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Daniel L. Jackson is a damages expert who may be called to testify at trial about his opinions on American's damages.

Respectfully submitted,



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Attorneys for Plaintiff American Airlines, Inc.

CERTIFICATE OF SERVICE

I certify that a true and correct copy of the foregoing was delivered on the 9th day of June, 2008 to Defendant's counsel, as follows:

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